



**FOR IMMEDIATE RELEASE**

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## **Diverse Marketing to rep W.I.N.O.S.<sup>™</sup> (Women In Need Of Sanity)**

**Boone, NC** – Bonnie Jesseph has tapped Diverse Marketing to oversee sales for the W.I.N.O.S.<sup>™</sup> (Women In Need Of Sanity) line of wine-related gift merchandise across the south central region of the United States.

Under the agreement, Diverse Marketing will rep Jesseph's W.I.N.O.S.<sup>™</sup> line to independent retailers, specialty stores and gift shops in Texas, New Mexico, Oklahoma, Arkansas, Louisiana, Nebraska, Iowa, Kansas and Missouri.

"I'm excited to partner with Diverse Marketing who has established an award winning sales team," says Jesseph, who will make a personal appearance during the Dallas Total Home & Gift Market in Diverse Marketing's permanent showroom (#439) at the World Trade Center June 22 to 28, 2011. W.I.N.O.S.<sup>™</sup> complete line of humorous cookbooks, apparel, stationery and gift merchandise will be showcased. For those who prefer "hands-free drinking," W.I.N.O.S.<sup>™</sup> introduced a lanyard option for their popular Glovie<sup>™</sup> wine glass insulators.

"All of our products are sassy, fun and tastefully done," says Jesseph, who has made a business focusing on what she calls "girlfriend gifts." Her visualization of sanity as diving into a wine glass led her to author the *W.I.N.O.S.<sup>™</sup> Cook With Wine* cookbook. Soon the iconic logo was emblazoned on aprons, hats and stationery items.

Established in 1959, Diverse Marketing has a long-standing reputation in the gift industry representing more than 120 book, gift, toy and trend vendors. With showrooms in Dallas, Chicago, Minneapolis and Atlanta, Diverse Marketing has over 20,000 square feet of product display space.

**About W.I.N.O.S.<sup>™</sup> (Women In Need Of Sanity)**

Headquartered in Boone, North Carolina, W.I.N.O.S.<sup>™</sup> (Women In Need Of Sanity) is all about cooking, eating, laughing, enjoying wine, friends, family and most of all – having fun. The company manufactures and markets cookbooks, apparel, gifts and accessories with a sense of humor. W.I.N.O.S.<sup>™</sup> operates with a high set of standards, a sense of purpose and the desire to give back with a portion of the profits dedicated to the prevention of breast cancer, heart disease, domestic abuse and Alzheimer's. The W.I.N.O.S. Buddies<sup>™</sup> Club is a social membership program with chapters being established across the country. To learn more about the company, please visit [www.winoshavefun.com](http://www.winoshavefun.com).

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